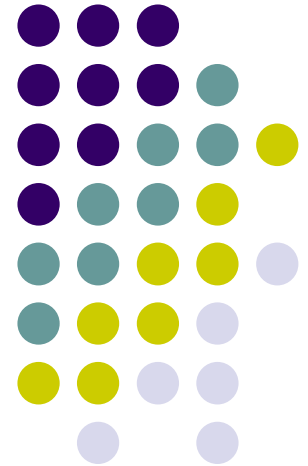


Kerala Ayurveda Ltd



Annual General Meeting FY 2021-22

Virtual Conferencing, Bangalore
September 27th, 2022



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- ❑ Key Highlights FY, 2021-22
- ❑ Future Perspective
- ❑ Finance Perspective
- ❑ New Developments



Key Highlights

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Consolidated Revenue (Amt. in Lakhs)		
Business Division	Rev. in FY 21-22	Growth vs 20-21
Distribution	3,208	21%
Health Services	1,066	38%
Ayurvedagram	451	57%
Digital India	889	44%
US Business	2,009	19%
Consolidated KAL	8,070	30%

Consolidated revenue was a strong 30%.

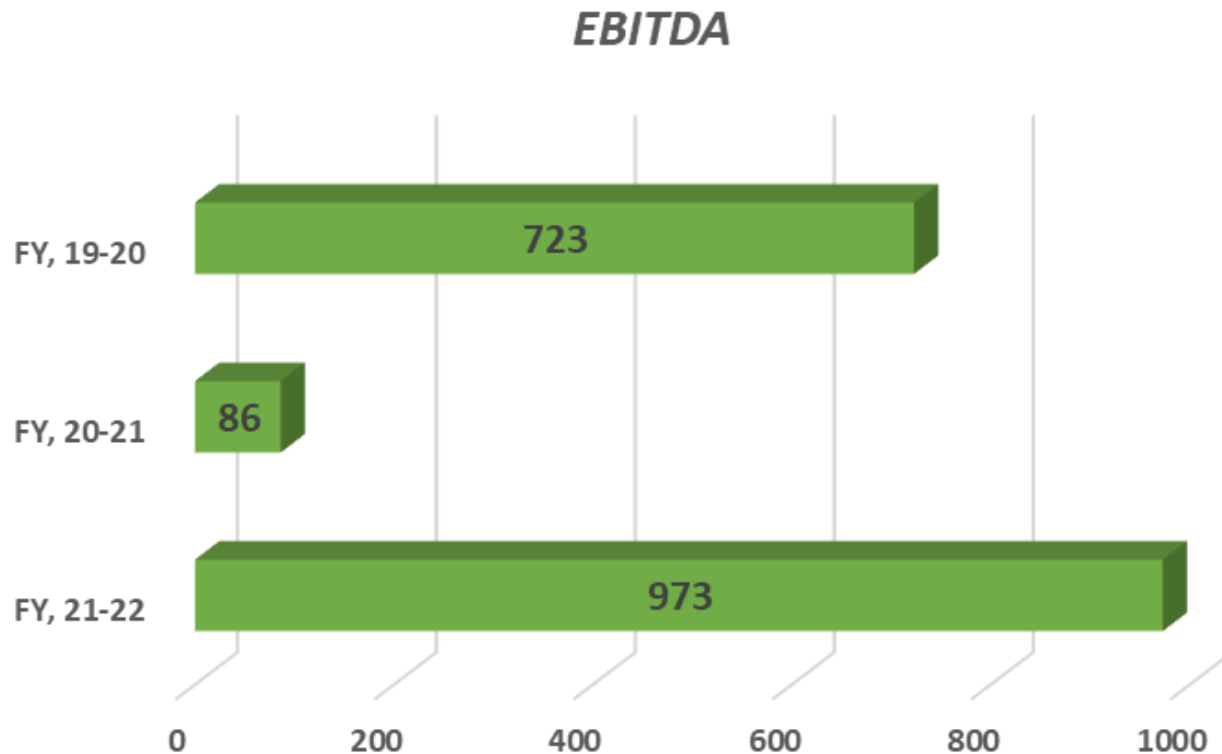
The growth was healthy across all divisions.



Key Highlights

4

- 2021-22 Showed strong EBITDA growth. The growth was healthy across all divisions.



Fixed costs reduced from 47% to 37% in FY 21-22 Vs 20-21

Significant investments were made in Digital India & US Biz



EBITDA FY 21-22

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EBITDA Movement Business Division	FY, 21-22	FY, 20-21	FY, 19-20	Change	
				Vs 20-21	Vs 19-20
Distribution	540	260	202	108%	167%
Health Services	63	-116	58	154%	7%
Ayurvedagram	136	-112	86	221%	58%
Digital India	162	62	8	159%	1915%
US Business	309	252	83	23%	273%

- **D2D** : Dramatic improvement in margin driven by lower cost and free product discounts
- **HS / Agram**: Cost structures revamped to minimize Fixed costs.
- **Digital India**: Our investment in this new vertical beginning to pay-off. We will continue to invest in ecommerce consumer product portfolio and digital marketing.
- **US Biz**: This predominantly online business has demonstrated an ability to increase profits YoY despite significant investments.



Key Highlights

6

- Our company has come out of the COVID induced slump to transform ourselves in to a resilient, dynamic unit which is now positioned to deliver sustainable, long-term growth.
- In 21/22, we focused on transforming the company towards becoming a digitally led Consumer & Doctor centric business, with a focus on reducing fixed costs and improving margins. This will also allow us to insulate our business from future pandemics which we hope will never happen.
- **Consolidated Revenues for FY 21-22 has increased by 30% to Rs. 8070 Lakhs Vs Rs. 6219 Lakhs in FY 20-21, despite TWO waves of COVID. Consolidated EBITDA increased to Rs. 1201 Lakhs (excluding Forex Loss of Rs. 149 Lakhs) from Rs. 86 Lakhs in 2020-21.**



KAL Strategic Objectives

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From August 2020, Since Covid, KAL has re engineered the business with the following strategic priorities to the board and BSE.

- **Convert Fixed Costs to Variable costs**
- **Reimagine, Reconstruct, Re-engineer KAL**
 - **Dramatically improved margins**
 - **Leaner and more flexible organization structure**
 - **Drive innovation**
 - **Build Consumer Portfolio**
 - **Focus on Digital**
 - **US and Global business to build long term profitability**

Reach the Doctor directly, minimize intermediaries/ layers

Adopt Customer Centricity as long term mantra





Future Perspective:

8

- In 22/23, we will build the foundations for long-term growth by continued focus on optimising the cost structure by re-engineering the financial spine and selective investments behind Digital, Consumer centric products & the US.
- There are major challenges which we will continue to tackle to deliver promising growth.
- We will need to make major expenses towards India & US digital, New Products as well as refurbishment of our fast growing Health Service business.



Future Perspective:

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India ecommerce:

- Recent government regulations have adversely impacted the leading digital ecommerce platform. We are working hard to find pragmatic solutions and expect to see momentum growth from Q3 2022-23 onwards.
- The E-commerce business is becoming increasingly more sophisticated and more competitive. This business will continue to require long term investment. Consumer attitudes are fundamentally transforming towards a digital framework. New start-ups are extremely funded by large private equity investments, and they are able to pump in large investments into Digital Marketing.



Future Perspective:

10

USA Business:

- Sales growth slowed in USA, due to new US Academy regulations, which require minimum 30% physical classes. We were a fully online business with live streaming earlier. This has required us to restructure our academic programs on an urgent basis. We expect this transition to be completed from Q3 onwards.
- In addition, we have taken this opportunity to increase the effective pricing of the US academy by 40%. This will enable improved services to our students and long-term financial performance.
- Our product sales growth is yet to gain momentum as we in the midst of revamping our website into an integrated academy, Health Services & product website. The integrated and revamped website with better UI / UX (User Experience) is expected to be rolled out by November 2022. The US digital market is extremely sophisticated, and we will need to continue significant investments to achieve a competitive edge.
- The positive corollary of this is that it will allow us to implement all the new technology, learning, UI/UX in India and also across Europe and rest of the world.



Future Perspective:

11

New Product Development:

- As we transform from a traditional Doctor based product company, we will need to deliver a line of exciting new products, innovative dosage formulations which will be attractive to the large millennial digital audience, who will be the major growth drivers of the future.
- We have a strong pipeline of 40 new products under development. Many of them feature exciting Ayurveda-based innovation in a consumer-friendly manner.
- We will completely relabel/re-package our entire product range incorporating a fresh new Kerala Ayurveda Logo.





Future Perspective:

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Kerala Ayurveda Doctor Partnership Model (KALPAM):

- The doctor remains the soul of the business from a therapeutic standpoint. We aim to partner with the best and the most dynamic doctors across the country and digitally enable them.
- Our model is a hybrid model i.e. PHYGITAL. which combines Doctor consultation with Digitization.
- In India, we will establish network of preferred distributor partners Powered by Digitization. Our objective will be to deliver our products to the Doctor or Consumer within 48 hrs anywhere in the country. With the dramatic transformation, post COVID, and the rapid elimination of the middlemen (intermediaries) this becomes a crucial imperative.





Financial Perspective :

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- We will need to be aggressively investing behind:
- Digitization in India & US;
- Development and rollout of New Products;
- Refurbishing the facilities at our Wellness Clinics and Ayurvedagram; and
- Building out the Doctor Partnership (KALPAM)
- This will require financial restructuring and for us to identify sources of Capital Infusion.
- KAL is already working to re-finance the existing loans at much lower interest rates.
- Total interest-bearing debt reduction from Rs. 70 Crores in March 2021 to Rs. 52 Crores to date.
- This reduction has been funded by interest free promoter loans (Rs. 11.5 Crores) and business accruals (Rs. 6.5 Crores).



Exciting Developments

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US Patent:

- We have been informed by the US patent office that we may be awarded a patent for our unique proprietary poly herbal Ayurvedic formulation. We believe, this will be perhaps the 1st ever US patent featuring Ayurveda.
- This uniquely processed proprietary 7-ingredient formulation, have been through the rigors of modern scientific validation for its Safety, Purity and Efficacy through Phytochemical & Marker Analysis, Extensive pre-clinical studies in the US and Pharma rigor double blind placebo controlled Clinical Study in India at the Banaras Hindu University (BHU).
- We expect this landmark development to get wide publicity, globally.





Exciting Developments

15

Ayurvedagram, Bali Indonesia:

- KAL has entered into an agreement to establish a second Ayurvedagram in Bali, Indonesia. Bali is globally recognised as a major tourist destination.
- This beautiful 26-room property is scheduled to be operational by October 1st, 2022.
- Ayurvedagram is one of the world's most awarded Ayurvedic Resorts and has set new standards in holistic and therapeutic healing. We believe this venture will leverage our unique Ayurveda expertise and credibility of Kerala Ayurveda Limited, along with the global reach



Exciting Developments, Bali Indonesia



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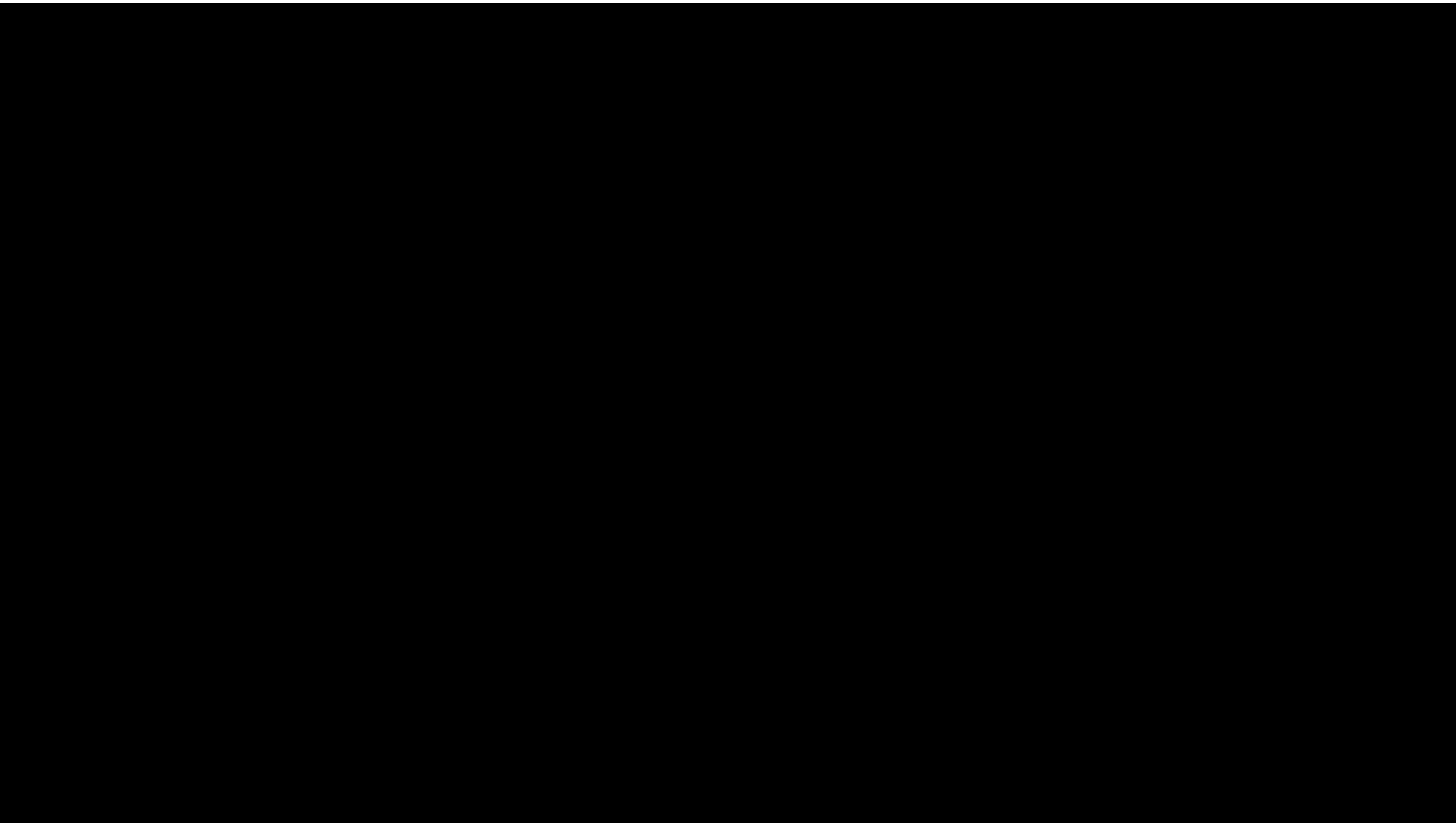


Kerala Ayurveda, aims to establish its brand as the finest manifestation of ancient tradition of Kerala with global premium positioning.

With a rich, glorious & authentic heritage spanning over 75+ years in the Healthcare industry, Kerala Ayurveda one of the oldest Ayurveda companies in the world & it is the only full spectrum-Listed Ayurveda company!



This video will be launched with the new website in Kerala Ayurveda -US in Nov 2022.





A Full Spectrum & Listed Ayurveda Company



Academies



Hospitals



Products



Clinics



Wellness Resorts

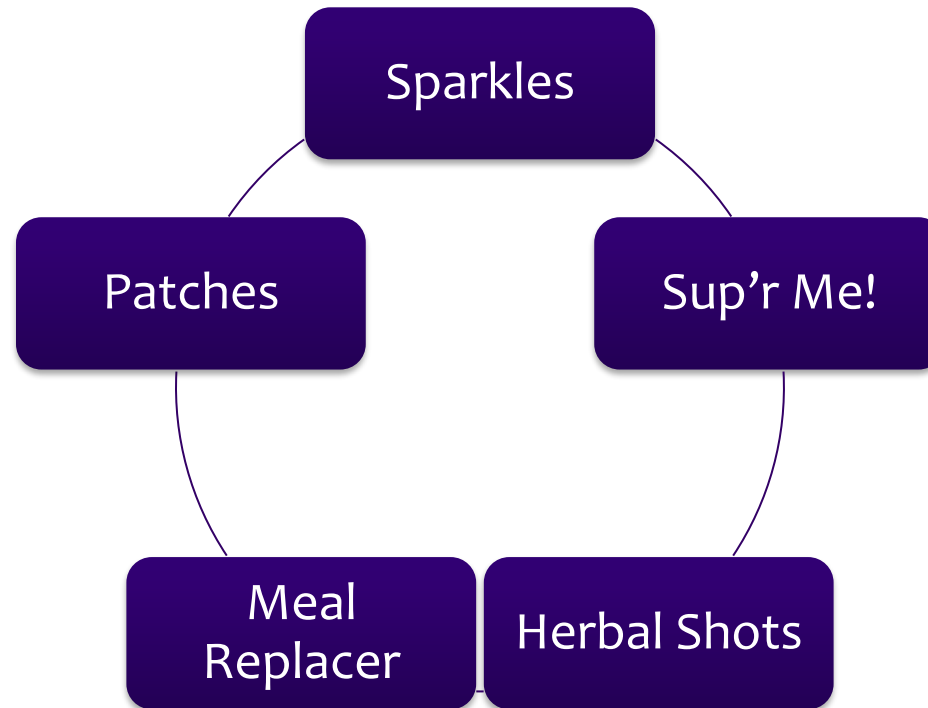


Services in
India



Research

New Launches, India (Wellness Range)



SUPER me PRODUCTS



Sparkles



WE GOT MORE TO
SPARKLE YOUR HEALTH



WHY YOU'LL
LOVE SPARKLES



WE CARE
ABOUT YOU



Vapor Patches



**SOOTHING VAPORS FOR A STRESS-FREE DAY
AND A GOOD NIGHT'S SLEEP.**

Breathe easy vapor patches are made from natural essential oils and are intended to offer relief from the symptoms of cold, nasal congestion, and chest congestion. The patch is designed to release vapors of menthol and eucalyptus once removed from the pouch. The natural actives and the inhaled vapors help ease congestion and in turn aid better breathing. Mint extracts are naturally derived, and the patches are free of salicylates and NSAIDs (Non-steroidal anti-inflammatory drugs). No preservatives are used in the patches.

Direction for use: Before applying the patch, clean & dry the application area. Open the Pouch. Cut open the resealable pack within. Remove the patch from the plastic transparent liner. Breathe with zip lock. Do not apply the patch directly to the skin. Inhale easily by applying it to outer clothing or surrounding areas (such as a collar shirt, pillow, blanket, etc) or having it stuck on the steering wheel while driving. Use only one patch at a time. After use, remove patch from clothing and dispose away from children and pets. Apply the patch 30 minutes before bedtime for best results.



INGREDIENTS	Each patch contains (% w/w of medicated paste)			
	Sotva Pudina (Menthol)	Mentha piperita	Aerial Parts	6.0%
	Eucalyptus Oil	Eucalyptus globulus	Lf. Oil	1.0%
	Yavani Sotva (Thymol)	Trachyspermum ammi	Aerial Parts	1.0%
	Devadaru (Cedarwood Oil)	Cedrus deodora	Ht. Wd.	0.5%
	Excipients			Q.S.

**DOSAGE – UP TO 2 PATCHES CAN BE APPLIED IN
ONE DAY OR AS DIRECTED BY THE PHYSICIAN**

**STORAGE – STORE IN A COOL AND DRY PLACE AWAY FROM
DIRECT SUNLIGHT PREFERABLY AT TEMPERATURES
BELOW 30°C.**

NET CONTENTS: 1 X 4 SINGLE USE PATCHES

PRECAUTIONS: FOR EXTERNAL USE ONLY. DO NOT INGEST OR APPLY DIRECTLY ON SKIN.

Take care NOT to place in mouth or swallow, or directly apply to skin. In case of abnormal irritation, redness, itching, or rash, discontinue use and consult a physician. Do not place near the nostrils or in the mouth. If accidentally swallowed, seek medical attention or contact your physician immediately. It may irritate the skin or eyes. If contact occurs, rinse with water immediately. If irritation persists, contact a physician. Do not use if allergic to any of the ingredients used in this product. Consult physician while pregnant or nursing. The safety of the product for Asthmatic or Allergic patients has not been established. Such patients are recommended to consult their physician before use of this patch.



MARKETED BY:
Kerala Ayurveda Ltd.
(An ISO 9001:2015 Certified Company)
Athani Post, Ernakulam District,
Kerala - 685585, India.

MANUFACTURED BY:
Unico Life Sciences Pvt. Ltd.
B-10, Sector 4, Banara Industrial
Area, Delhi - 110007 (INDIA)
Reg. Lic. No: DL-378-A&U

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E-mail us at: info@keralabayurveda.biz | Visit us: www.keralabayurveda.biz



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Breathe Easy

**Nasal & Chest Decongestant
Vapor Patch**

PEPPERMINT, EUCALYPTUS & CEDARWOOD OIL VAPORS

**4 SINGLE USE
ADHESIVE PATCHES**





New Promotions (Neelibhringadi Keram)

24





5000

Years Of ayurvedic Legacy

77

Years Of
Business

5

Generations Of
Healing Tradition

Over
1 MILLION

Hearts
touched
and
Counting



Refurbished HS Centers

Strategic Priorities

Resource Management Group formed and will work toward reduced maintenance and upkeep of facilities



Shot on OnePlus
By Dr Sweta Shadangi

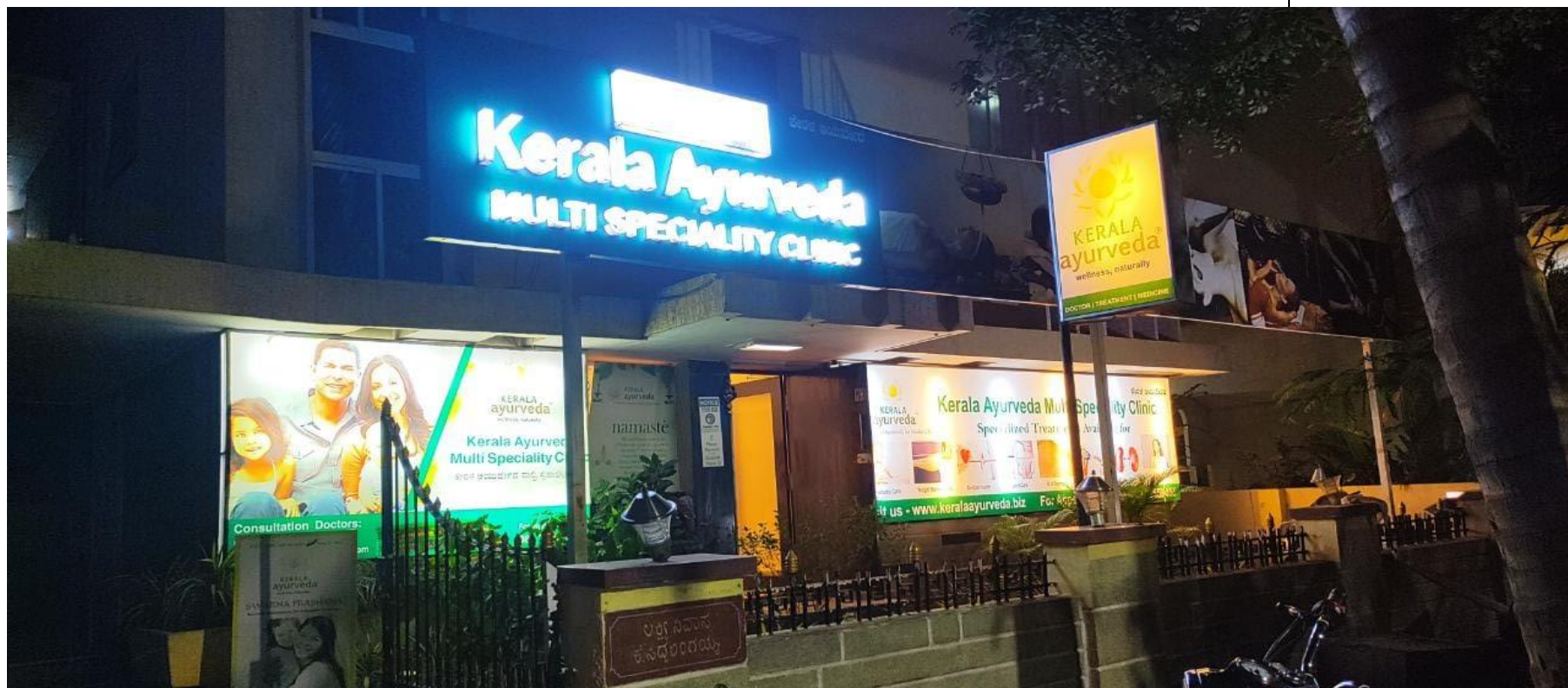
Strategic Priorities

RMG formed and will work toward reduced maintenance and upkeep of facilities



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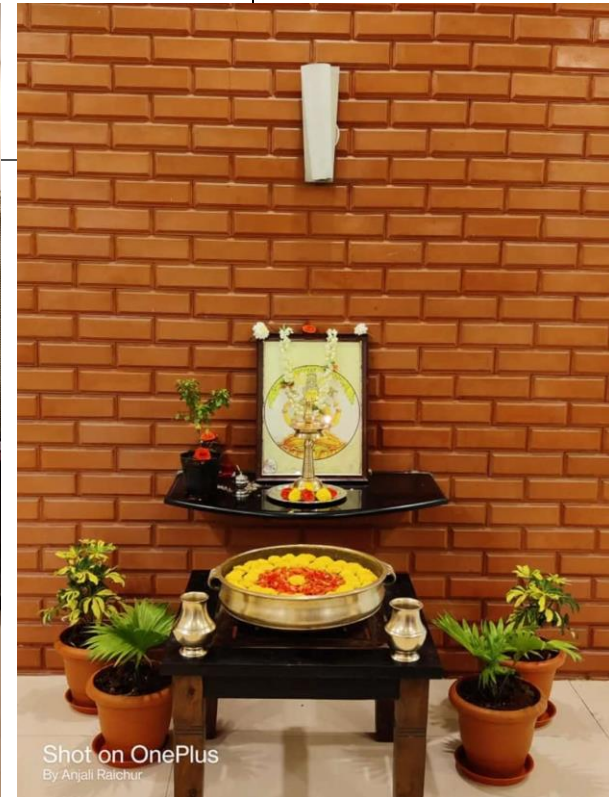


Strategic Priorities

RMG formed and will work toward reduced maintenance and upkeep of facilities



Shot on OnePlus
By Anjali Raichur

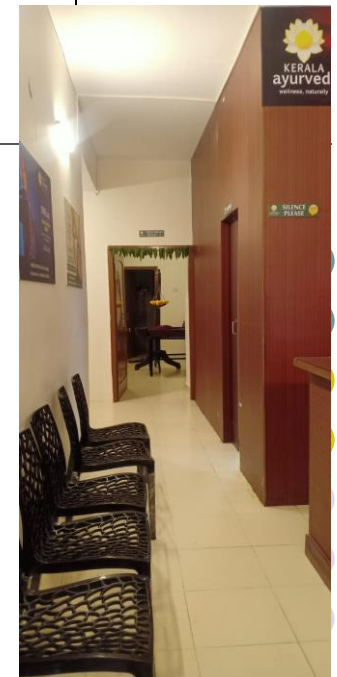
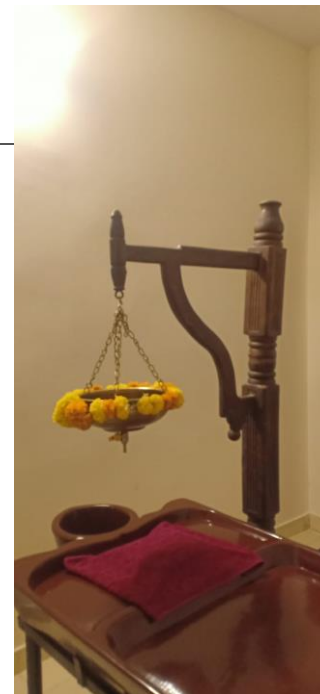


Shot on OnePlus
By Anjali Raichur



Strategic Priorities

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The layout which is made now will require less manpower (Now 31 staffs @ 100% occupancy vs. 52 staffs in



Strategic Priorities

RMG formed and will work toward reduced maintenance and upkeep of facilities





Thank You



EVOLVING AYURVEDA  SINCE 1945*



**KERALA
ayurveda®**
wellness, naturally

Bring home the goodness
of Ayurveda!